1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Firstly, it appears that crowdfunding campaigns for the creative arts such as Film & Video, Music and Theatre are the most popular and most successful, with 102, 99 and 187 successful campaigns, each. On the other hand, crowdfunding campaigns for the journalism category are the least successful, with the fewest campaigns at only 4.

Secondly, it appears that among all the countries that this sample is taken from, a large majority of crowdfunding campaigns take place in the US, with over 75% of campaigns, at 763 out of 1000 campaigns located in the US.

Thirdly, upon analysing the campaign data, by successful and failed campaigns only, the mean number of backers by successful campaigns is around 851.1, while the mean number of backers for failed campaigns are far lesser at 585.6. It appears that on average, successful campaigns have a far higher number of backers compared to unsuccessful campaigns.

1. What are some limitations of this dataset?

**Time Frame:** One limitation is that this dataset only includes campaigns up until 2019 and does not include crowdfunding campaigns in recent years from 2020-2024, especially as the climate of the pandemic and post-pandemic world has changed a lot of consumer behaviours, economic conditions, and the dynamics of online funding, which could potentially offer significantly different insights. Trends in crowdfunding can change rapidly regardless, and especially during post-pandemic times, hence data from pre-pandemic a few years ago may not reflect current trends and realities as accurately in todays global landscape.

**Geographical Limitation:** Another limitation of this dataset is that it does not include an expansive list of countries as it only includes crowdfunding campaigns from a select few countries such as Australia, Canada, Switzerland, Denmark, UK, Italy and the US. According to statistics site, Statista, countries within Asia, especially India and China are also players in the crowdfunding landscape, by the amount of money raised.

**Limited Variables:** This dataset does not include all relevant variables that could impact the success or failure of a crowdfunding project. Additional variables like marketing strategy could greatly influence the appeal and reach of the campaign, while social media, particularly Instagram, is a key driver for the promotion within the crowdfunding market. Hence, including some quantifiable metrics on these indicators could provide a more in-depth and comprehensive analysis on the respective statuses of the campaigns.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

**Success Rate by Country:** We can create a pivot table and subsequent pivot chart (column chart) showing the success rates of crowdfunding campaigns in different countries across the various categories. This could help identify which countries have higher success rates overall or by specific categories, which may provide more insights into which countries, regions are more favourable for crowdfunding projects across categories.

Backer count: We can create a pivot table and subsequent pivot charts (column chart) showing the distribution of backers for successful and failed campaigns across the categories. This would enable us to better analyse the relationship between number of backers and success rate of crowdfunding campaigns, across the categories.